

Consolidation and Promotion of Sustainable Tourism

Triangular cooperation Costa Rica – Tunisia – Germany

Context

Following the Arab Spring in 2010, Tunisia is currently in the process of becoming a stable and democratic country. Nevertheless, the tourism industry has experienced a severe slump in demand, especially after recent terrorist attacks. The Tunisian tourism sector is, however, a key element to the country's development. Therefore, a permanent paralysis of it could have drastic consequences, not only for workers employed in the branch, but for the democratic transition and the overall population.

In this context, Costa Rica is an example to follow, as it is a leading country in sustainable tourism. Costa Rica has gained knowledge and experience, from which other countries like Tunisia can benefit. Additionally, Costa Rica has a lot of experience in triangular cooperation (TrC) with North African countries, such as the successful TrC with Morocco, in which a pilot project in ecotourism was implemented in protected areas of Morocco.

Project

The aim of the project is to exchange good practices and tools in sustainable tourism between the three countries and adapt them to local conditions. The conceptual priorities of the project are the transfer of best practices, academic exchange, marketing and certifications.

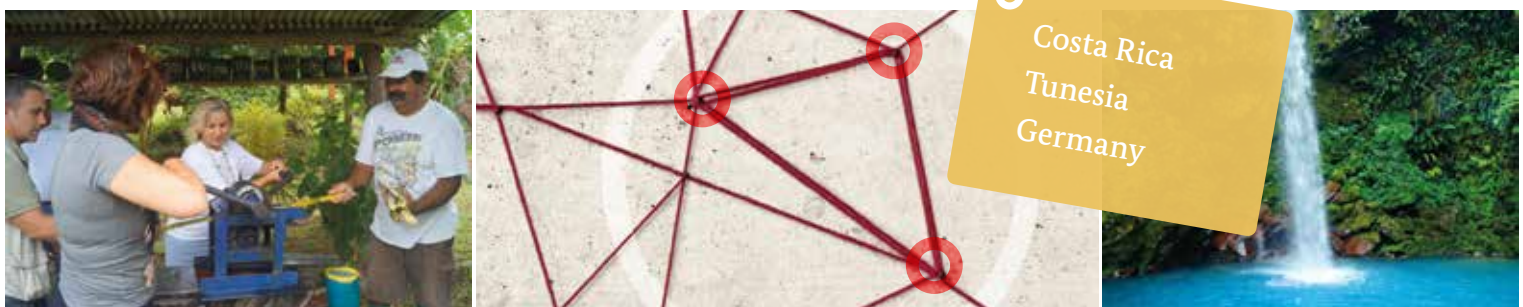
In collaboration with Germany and Costa Rica, this project aims to stimulate sustainable tourism initiatives in Tunisia

offering an alternative to the current system based on mass tourism. In this way, the project encourages the further development of the country.

Germany supports the project through the Federal Ministry for Economic Cooperation and Development as well as through the participation of the federal state of Baden-Württemberg. As the second most important holiday destination of Germany, Baden-Württemberg provides its professional expertise to promote capacity building activities and knowledge exchange.

Baden-Württemberg offers Costa Rica valuable experience in marketing and certification of sustainable destinations that do not exist in the Central American country yet. On the other hand, Germany has still not developed a university degree focused specifically on sustainable tourism. In this regard, the cooperation with Costa Rican Universities is of great interest for the German academic sector.

In May 2016, a group of students from Heilbronn University located in Baden-Württemberg traveled to Costa Rica and Tunisia to meet tourism stakeholders. As a result, a report for each country with specific proposals to improve and support local sustainable tourism initiatives was published. Moreover, in October 2016 representatives from the Tunisian public and private tourism sector visited Costa Rica. During this capacity building mission, they had the opportunity to exchange knowledge and to become familiar with best practice examples from Costa Rica that could be transferred to Tunisia.





Expected Results

The project will improve sustainable tourism products and develop new marketing strategies. In this way, it will contribute to create more employment opportunities in the tourism sector of the involved countries. Specifically, the following results shall be achieved:

- At least three best practices have been transferred from one country to another.
- At least one bilateral academic cooperation between educational institutions from the participant countries has been

formalized to establish student and research projects at the bachelor and/ or master thesis level.

- One tourist destination in Tunisia and one in Costa Rica have been identified to initiate the certification process as “sustainable tourism destination”.
- At least one new tourism product has been introduced (in Tunisia) and one innovative marketing campaign is developed, tested and implemented in at least two countries (Costa Rica and Tunisia).

Programme	Regional Fund for Triangular Cooperation in Latin America and the Caribbean	
Project title	Consolidation and Promotion of Sustainable Tourism	
Term	2016 – 2018	
Countries	Costa Rica, Tunisia, Germany	
Partners	<p>COSTA RICA</p> <ul style="list-style-type: none"> ■ Costa Rican Association of Tour Operators (ACOT) ■ Costa Rican Chamber of Ecotourism and Sustainable Tourism (CANAECO) ■ Costa Rican Institute of Tourism (ICT) ■ Foundation Villafranca Zurcher and hotel Punta Islita ■ Macaw Lodge ■ National Chamber of Tourism (CANATUR) ■ Technological Institute of Costa Rica (TEC) ■ Travel Agency Horizontes ■ Tropical Agricultural Research and Higher Education Center (CATIE) 	<p>TUNISIA</p> <ul style="list-style-type: none"> ■ Association for Sustainable Tourism in Tunisia ■ Ecolodge Dar Zaghuan ■ Hotel Menera ■ Institute of High Business Studies of Carthage (IHEC) ■ Institute for Advanced Tourism Studies Sidi Dhrif ■ Ministry of Tourism in Tunisia ■ National Office of the Tunisian Tourism (ONTT) <p>GERMANY</p> <ul style="list-style-type: none"> ■ Federal Ministry for Economic Cooperation and Development (BMZ) ■ Heilbronn University ■ Federal State of Baden-Württemberg ■ Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Volume	EUR 914.000	

Published by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
 Offices in Bonn and Eschborn, Germany

“Regional Fund for Triangular Cooperation in Latin America and the Caribbean”

Dag-Hammarskjöld-Weg 1-5
 65760 Eschborn
 T +49 61 96 79-0
 F +49 61 96 79-11 15
 info@giz.de | www.giz.de

Contact Christof Kersting
 christof.kersting@giz.de | www.giz.de/fondo-triangular

On behalf of Federal Ministry for Economic Cooperation and Development (BMZ)

Division Division 214 South America, Brazil
 referat214@bmz.bund.de

Design www.die-basis.de

As at April 2017